

**HIGHLAND MAIN STREET MEETING**  
**Highland Town Hall- Highland, Indiana 46322**  
**September 5, 2019 MINUTES**

**Call to Order**

At 6:32 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

**Roll Call:**

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Doug Van Ramshorst, Mary Wells, Renee Reinhart, Kellie Shelton, Mary Ellis, Kali Rasala, Teri Yovkovich and Redevelopment Assistant Lance Ryskamp. Board Members Emily Foreit, Aubrey Velasquez, Marie Russo, and Julie Larson were absent. Also present was Michael Blejeski and Verginiya Burgess.

**Minutes:**

Doug Van Ramshorst made a motion, seconded by Lola McKay, to approve minutes from August 1, 2019 meeting. The motion passed on a voice vote unanimously.

**Community Garden Committee**

The committee members indicated that they did not have a chance to meet prior to the Board meeting to discuss year-end activities and needs. Renee Reinhart asked the Redevelopment Assistant if he had been in contact with Crown Trophy about the donor plates for the garden bed. He said he had not, but would follow-up the next day. After some discussion the consensus of the Board was that in addition to any other supplies needed for such things as fortifying the soil, getting the engraved nameplates for the project donors needed to be a priority.

**Events Committee**

The Redevelopment Assistant provided the Board with an overview report on Main Street events to date.

**Last Call For Summer**

The Redevelopment Assistant provided the Board with a final Revenue/ Expense sheet update for the event. He reported that revenue exceeded expenses by \$182.90.

**Festival of the Trail**

The Redevelopment Assistant provided the Board with a Revenue/ Expense sheet to date and a vendor list for the event. He indicated that the vendor search is still ongoing. He reported that the Dogs-N-Hogs food truck has been replaced by Nikki Rae's Sandwiches. He also reported that two popcorn vendors were interested being part of the festival. The consensus of the Board was that would be a good addition to the event and that the first vendor who approached about participating, We Are Poppin', should be invited. If for whatever reason they were unable to be part of the event, then the second vendor, Epic Popcorn should be invited.

The Redevelopment Assistant reported he was advised that day by Nan Mason that the sound equipment her and her husband own would not be available for the event. Doug Van Ramshorst said that he could assist in finding the necessary equipment, without the need for the town to hire a vendor. He noted that he had some sound equipment and that perhaps Julie Larson's son would have some that could be borrowed.

The Redevelopment Assistant and Kali Rasala discussed with the Board the offer by Bill Moran to assist with the event. After discussion by the Board, it was suggested that he could emcee the musical acts and that “The Bill and Kali Show” could provide some video coverage of the festival.

### **Art Committee**

#### **Mural- Indiana OCRA Grant**

The Redevelopment Assistant advised the Board that the Redevelopment Director would like the Board to move forward with developing the Art Walk downtown to allow visitors to find out more about the murals and the artists who painted them. He indicated that the Director would like to incorporate information for the walk in the new Depot project on the southwest corner of Highway and Kennedy. It was discussed that the Art Committee could begin the process during the final months of 2019, heading into 2020.

The Board raised the issue of the need to consider purchasing sealant to be put on the downtown murals in order to enhance the life span of the artwork. The Redevelopment Assistant indicated that a check would have to be made to see if there was available funding to make that purchase.

### **Downtown Promotions Committee**

As he advised the Board in his event report, the Redevelopment Assistant said to date, Elegance Wedding & Evening Wear and the Highland Library were having events on the date of the October 5<sup>th</sup> sidewalk sale and Vyto’s Pharmacy was not. Mary Ellis and Teri Yovkovich said that The Primitive Peddler, 2 Chicks, and probably Sip would be doing something outside on October 5<sup>th</sup>.

There was a lengthy discussion on planning a 3<sup>rd</sup> Sunday series of events in 2020 and how such issues as social media, vendor selection and the overall nature of the event would occur. The Redevelopment Commission Assistant advised that because the events would be Main Street events, Main Street and the Redevelopment Department would have to maintain a degree of control over the operation. Kellie Shelton expressed concern that it seemed that original concept of the event was changing and things were not getting done.

Suggestions as to how to address the issue of social media were offered, such as creating Facebook Event pages that have Redevelopment, Main Street, Muse and Erna & Company as co-hosts to allow each access to post on them, or to have Kellie Shelton added as a co-administrator on the Highland Main Street Facebook page. The Redevelopment Assistant asked about the status of the draft application the he and the Redevelopment Director had worked on. He said that if Kellie Shelton could forward to him the proposed logo for the event, along with any suggested changes the organizers had, he would have a revised application ready for the Director’s review, when she returned from vacation. He said it was his understanding from the discussions in August that the Board desired to have an application ready by the Festival of the Trail.

The discussion then turned to the nature of the event publicity overall. Some Board members said that it was their experience that people did not know about the events and expressed a desire to not have Highland’s events scheduled on the same day as events in other neighboring communities. The Redevelopment Assistant pointed out the need to rely on free media, as there were not funds for a publicity budget. Also, it was pointed out by veteran Board members that the Car Cruise was traditionally scheduled for the beginning of June, while Last Call For Summer and the Festival of the Trail are scheduled to coincide with the Saturday before school starts and the Fire Department’s annual Open House respectively. The Redevelopment Assistant said that during the summer months, it is almost impossible to pick an event date that doesn’t fall on the same date as another NW Indiana community’s event does.

### **Design/ Aesthetics & Historic Preservation Committee**

The Redevelopment Assistant reported that the Redevelopment Commission had approved two Commercial Property Improvement Grants: one for Les Café's proposed façade improvement project; and, the second for the future home of Giuseppe's Italian restaurant at 2907 Jewett.

### **Discussion**

The Redevelopment Assistant quickly reviewed the proposed road construction schedule for the downtown, which be in two phases, during the weeks of September 16<sup>th</sup> and 23<sup>rd</sup>.

It was mentioned that the light in the Mural Alcove is no longer working and needs to be addressed. The Redevelopment Assistant indicated that he would look into the matter.

### **Adjournment**

With no further business, Lola McKay made a motion, seconded by Kellie Shelton, to adjourn. It passed on a voice vote 9-0. The meeting was adjourned at 7:49 PM.